

**12th Meeting of the United Nations Road Safety Collaboration
5 - 6 October 2010
World Health Organization headquarters
Geneva, Switzerland**

PROVISIONAL REPORT

1. Opening and welcome

Etienne Krug, WHO, welcomed members and observers to the meeting, held for the first time in the Executive Boardroom of WHO. He pointed out the timeliness of the meeting, as the Decade of Action fever slowly begins. Although this was the biggest group of participants so far, with the largest number of observers, he expressed hope that the group will keep the spirit and the atmosphere of its previous meetings. The agenda was adopted and the participants introduced themselves and the organizations they are representing (see appendices 1 and 2).

2. The Decade of Action for Road Safety

2.1 *Plan of Action for the Decade*

Etienne Krug, WHO, reminded the participants that the idea of the Plan of Action was not to be perfect, but to provide enough of a cohesive framework to guide action at a country level. He reiterated that while the plan is meant to be a global framework, its main strength will be in serving as a catalyst for national and local action. Dr Tami Toroyan, WHO, proceeded to provide an overview of how the Plan had developed since the Global Ministerial conference in Moscow up to its current form (see appendix 3). The plan has been on the internet for public comment for many months. Comments closed at the end of July 2010. More than 40 sets of comments were received and efforts have been made to incorporate these into the current draft of the document (see appendix 4). Participants were then invited to discuss the current draft which they had received by email ahead of the meeting. In particular, they were asked to focus on the following areas:

- The need to include targets and indicators in the document
- Monitoring the Decade's progress
- Title of the document

Participants felt that the plan is very good, however, a number of additional comments were made which would refine it further. These included: adding a section on "stakeholders", developing more realistic indicators for the Decade, changing the document title. Participants were asked to send their comments to Dr Toroyan (toroyant@who.int) by the end of October 2010 where after the document will be finalized into a "white paper".

2.2 Symbol for the Decade

Mr Saul Billingsley, FIA Foundation, shared with the group the yellow tag (symbol for the Decade of Action). The tag was officially launched on 22-23 September 2010 at the Clinton Global Initiative, and endorsed by former President Bill Clinton and the mayor of New York City, Mr Michael Bloomberg, at the UN discussion on the Millennium Development Goals and at the World Injury Prevention Conference where it was projected onto the outside of the National History Museum in London. The official roll-out of the symbol will start in October and last until April 2011. The tag comes with a message: "Wear. Believe. Act" and is meant to be used by all participants in the Decade. The symbol is jointly copy written to the FIA-F and WHO. In the coming weeks a licensing agreement and "rules for use" will be available on both the UNRSC website and a website soon to be launched for the Decade: www.decadeofaction.org. The tag will be widely distributed free of charge. The possibility of local/national production by governments is also being explored. At this site individuals will also be able to buy the tag and companies will be able to register and buy the license. A fund will be set up with the proceeds from the sale of the tag. It will be administered by the FIA-F in a separate fund to support Decade-related activities (see appendix 5 for PowerPoint presentation).

Participant suggested the following:

- The lettering be made more readable (preferably black).
- That WHO check to see if the tag is "child safe".
- The rules of engagement should be finalized as a matter of urgency.
- The cost of a unit should be reduced to as low as possible.
- That usage should be monitored (both fundamental and instrumental).
- Make a reflective version for children (larger than current format).
- Translate into more languages.

2.3 Launch of the Decade

Laura Sminkey, WHO, presented the plan for the launch of the Decade of Action, scheduled for 11 May 2011 (see appendix 6). There will be a rolling event across the world's time zones, beginning in Fiji or New Zealand and ending in Mexico, involving national dignitaries and celebrities. Certain number of events will be broadcast live through a social media website, which is to be developed. It is also expected that the main objective of these events will be to release national and local Plans for the Decade.

This is how the participants of the meeting can get involved:

- Advertise Decade through relevant constituencies
- Encourage nomination of national focal point
- Be part of national multisectoral "Friends" of the Decade
- Call for concrete plans to be developed and announced at launch
- Support planning of national launch event
- Obtain photo of dignitaries wearing the Decade's tag
- Obtain video statement of support from dignitaries
- Contribute to social media web site
- Support relevant policy processes

3. Working group discussions

3.1 Project Group 1: Good Practices

The meeting was chaired (and rapporteur) by Ms Gayle di Pietro from GRSP. Approximately 23 participants attended this project group. They accepted the agenda and aim for the project group (see appendix 7).

Minutes from previous meeting

Robert Klein summarized discussions from the New York meeting which included the criteria for Good Practice Manuals, which GPMs had been prioritized, and the idea of "Approach Notes".

Distracted driving booklet (WHO/NHTSA)

Dr Tami Toroyan gave a presentation on the evidence around distracted driving and progress on the preparation of a document which is co-funded by NHTSA. The main points she made were the following:

- There was insufficient evidence for this document to become one of the Good Practice Manuals and hence it would take the form of "Approach Notes" with the possible addition of a series of factsheets. It would be available in early 2011.
- While the document would address driver distraction from mobile phone use while driving it is just one of a broader range of distraction issues.
- Further research, particularly with regard to the evaluation of interventions was required.

The following suggestions were made by delegates:

- Those responsible for vehicle standards should be encouraged to address issues relating to in-vehicle phone use, entertainment and navigation systems once the document has been released.
- NCAP programmes should be encouraged to reduce star ratings when there are built-in vehicle distraction systems.
- Mobile phone manufacturers and carriers should be required to label equipment with a road safety warning.
- Countries should be encouraged to collect more data directly related to distracted driving.

Heavy vehicle safety (GRSP)

Rob Klein gave a presentation outlining the process to date which included seeking funding support from the World Bank Global Road Safety Facility to develop this document. Unfortunately this avenue was not successful. The Australian Business Advisory Council (which is attached to APEC) was sent a proposal for around \$300,000 in August 2010. This group will meet again in Japan in November 2010. Although there is strong support from this Australian group, the question was raised as to whether this document would qualify as a Good Practice Manual and if so, who would own the copyright. The consensus from the group was that issues around heavy vehicles and border crossings was important and warranted global application, not just in Asia.

Pedestrian safety "how to" manual (WHO)

Dr Melecki Khayesi gave a presentation on the status of the Vulnerable Road Users (Pedestrians) Manual. His presentation highlighted the following:

- NHTSA had offered to co-fund this document.
- Work will commence in January 2011.
- The target audience will be decision-makers and practitioners.
- The document would cover the following issues: evidence of the risk factor; solutions, examples of successful interventions.
- The document would be developed through a consultative approach via three working groups, viz. a cross-disciplinary Advisory team, a technical support group and a few writers.

Participants agreed that between this meeting and January 2011 they would feed any examples and content to Dr Khayesi.

3.2 Project Group 2: Work-Related Road Safety

The group was chaired by Ms Lori Mooren from the University of New South Wales. Ms Stephanie Pratt from CDC/NIOSH was the rapporteur. Twenty-seven participants attended the project group. Participants accepted the agenda (with a few name changes to presenters) as well as the aims and objectives for the project group (see appendix 8).

Private and Industry Sector Led Initiatives

Mr Patrick Lepercq, Michelin, gave a short presentation on the background and intentions of the "White Paper for road safety" and explained how the Challenge Bibendum (an initiative to promote "Clean, Safe and Connected" transport) has been complemented with Private Sector forums for sharing road safety practices and ideas for furthering global road safety. This White Paper was constructed using the framework and Pillars in the draft Decade of Action Plan and provides private sector inputs for the Plan.

Mr Gabriel Kardos, Johnson & Johnson, explained that at the last meeting the Private Sector Road Safety Collaboration (PSRSC) members decided to dissolve the group. This is because without a secretariat, maintaining and supporting the PSRSC it became too burdensome on just a few people. Moreover, during the financial crisis, companies were finding it difficult to find travel funds to send representatives to multiple meetings. Therefore it was decided to seek membership to the UNRSC through the Network of Employers for Traffic Safety (NETS) and the UK- based Driving for Better Business group. A short presentation on NETS was given by Mr Kardos. He advised that a version of this presentation would be delivered to the whole UNRSC with the view to making a case for NETS to become a member of the UNRSC.

Mr David Jenkins, BHP Billiton, advised that he and colleagues in the mining and resources sector have been discussing a collaborative approach to drive improved vehicle crashworthiness, including better rollover protection designs for light vehicles – by supporting research such as that being pursued by the UNSW to develop a new dynamic rollover test protocol, and then negotiating and financing design changes by manufacturers to improve roof strength. Beyond this, there are broader objectives of this initiative to procure safer vehicles, for example, to be able to procure light

vehicles with certain safety features that aren't currently available in particular combinations. He has enlisted support from 5 mining companies and 2 others in the oil and gas industry which all had similar needs. Additionally the resources sector builds roads to and within operational sites, and seeks to collaborate with road safety experts to ensure that the roads are built to good safety standards. These are two areas of road safety that the resources industry can make a contribution to in the medium term and would look to other ways to support the global road safety effort. David seeks to understand more about what the resources sector can do and would appreciate feedback from the UNRSC with a view to complementing other projects.

The group agreed that the White Paper was a welcomed strategic input for the private sector participation towards the Decade of Action. Associations of companies and other organizations, such as NETS, provide forums for discussion, sharing and inputs to the Decade. The Resources Sector initiative is a good example of how companies can be mobilized to take actions to contribute to global road safety in a very substantial and concerted way.

Government Sector Led Initiatives

Ms Stephanie Pratt, CDC/NIOSH, reported that her organization will collaborate with Mr Rohit Baluja from IRTE in India on an initiative to develop fleet safety management capacity as well as train truck drivers. The next stage is to recruit consultants to assist the development and delivery of fleet safety management training and health communications.

A white paper reviewing world-wide developments in work-related road safety was discussed at the First International Conference on Road Safety at Work, organized by NIOSH and held in February, 2009. Mr Will Murray from Driving for Better Business reported that since this time additional inputs have been received and the final paper will be released in the next month or two.

Mr Andrew Pearce, GRSP, reported on developments of the new international standard for road safety. He highlighted that the ISO 39001 has a vision of zero deaths and injuries, but that it is voluntary and does not specify solutions. The focus instead is on quality of road safety management. The target date to publish the standard is April 2012.

The group discussed the benefits of synergies of the fleet safety projects in India and suggested that CDC/NIOSH could coordinate with the projects being carried out by the Fleet Forum and GRSP. Mr Patrick Philipp offered that the IRU Academy has developed truck driver training programmes and that these can be made available for such projects. In addition, the World Bank corridor project in Africa provides a model of how transport safety, public health (HIV prevention) and community road safety can be integrated.

Non-Government and International Agency Led Initiatives

Mr Gabriel Simcic, ETSC, gave an overview of the objectives and activities of PRAISE. This programme takes a broad view of work-related road safety, including journey to and from work. The ETSC as part of the PRAISE project does advocacy at EU and member-state level for stronger government involvement, including

regulation for work related road safety. It also seeks to support good practice in small and medium sized enterprises (SMEs). While work-related road safety is a topic of discussion at ETSC, it has had less success in attempts to get work related road safety included in the new EU road safety plan.

Mr Adrian Walsh, gTKP, reported that Driving for Better Business (DfBB) which is a business-to-business network of 'champion' companies was supported by the UK Government. He furthermore reported that a number of prominent organisations in the UK have joined, sharing their experience and results in improving work related road safety. He said that there is no reason why non-UK based organisations couldn't join with this programme, or why the model could not be exported to other parts of the world. Will Murray advised that a DfBB programme that offers an online fleet safety gap analysis can be a useful way of organisations seeking to identify where they are deficient in managing work related road safety. He urged members to connect with Fleetsafetybenchmarking.net: gap analysis for fleet risk assessment.

Ms Ndeye Awa Sarr from Laser International advised that following the recommendation of the Work Related Road Safety Project Group, Laser International and the Fleet Forum, assisted by the Senegal Government, organised the first regional conference on fleet safety in Dakar, in May 2010. The focus was on safe, clean, healthy transport and links to development goals. This successful programme contributes to the West African response to Decade.

Ms Lori Mooren advised that while the Malaysian Government had indicated a willingness to host a South East Asian conference on work-related road safety, there has been restructuring in the Government that has delayed progress. However, she indicated that there is an initiative by a major Australian transport company and the Asian Business Advisory Council (ABAC) to develop an APEC programme to advance harmonization of transport regulations in South East Asia. This may provide a platform for a conference in early 2011.

Following the development of the Fleet Safety Toolkit for UN agencies, this toolkit has now been translated into French. While Rose van Steijn from the Fleet Forum was not able to attend, Ms Mooren advised that the Fleet Forum is also engaging in a project in collaboration with WHO polio surveillance project in India to optimise synergies between health and road safety programmes.

Mr Andrew Pearce from GRSP presented a road safety charter document to the group and suggested that this could be a product of the UNRSC. It is a short document (tabled with the group via email) that organizations can sign onto indicating their commitment to the Decade of Action.

Ms Mooren commented that the PRAISE initiative demonstrates the very positive and important role that the NGO sector plays in advancing corporate participation in road safety. Not only do they advocate for government regulation in this area, but they also support SMEs in efforts to apply good practice work related road safety. The DfBB and NETS initiatives are examples of government-private sector organizations that provide opportunities for businesses to share good practices and showcase specific examples of work related road safety successes. Laser and the Fleet Forum were congratulated for taking up the challenge of organizing the first regional

conference on work related road safety. This is an important step and was extremely successful in advancing the objectives and the nexus of road safety, public health and environmental issues to do with road transport in Africa. There have been positive developments in South East Asia, but while it is expected that the South East Asian regional conference will be held in Malaysia in early 2011, plans have not yet been finalized. The Fleet Forum is making good progress in Africa and India – areas of urgent need for global road safety. The Charter proposed by GRSP stimulated active discussion. Some members thought that this was a good initiative, but that the Charter needed to be shorter (one-page) and developed in a more consultative manner (particularly from the private sector). Others voiced concerns about the Charter being a UNRSC document as this had not been discussed in plenary. A small working group was formed to further develop this initiative in light of discussion. The volunteers for the working group were: Adrian Walsh, David Lewis, Gabriel Kardos, Mac Urata, and Andrew Pearce (Chair). The working group will report their recommended action at the next UNRSC meeting.

Other points raised during this project group meeting were the following:

- Consideration of modal shifts for transport to advance road safety, e.g. shifting more transport from road to rail (Wahid Al-Kharusi)
- Need for more advice to governments about the part they should play in promoting good practice work related road safety (Arturo Cervantes)
- Need for a greater voice for worker concerns in the Work-related Road Safety Project Group (Mac Urata)
- While time did not permit a full discussion on specific private sector inputs to the Decade of Action, the Group discussion advanced some key issues for consideration
- It was recommended (by Marios Meletiou) that the next meeting of the UNRSC should allow double the time (4 hours) for this Group's discussions. This proposal was generally supported by the Group.

3.3 Project Group 3: Infrastructure

The group was co-chaired by Ms Sibylle Rupprecht (IRF) and Mr John Mumford (iRAP). The rapporteur was Mr Rob McLnerney. There were six participants. The agenda and the aim of the project group were agreed by participants (see appendix 9).

Safe Roads for Development publication

- Safe Roads for Development publication completed. FIA Foundation to forward print version of document to UNRSC members for printing and distribution.
- Discussion reinforced that for every crash that kills (e.g. head-on, run-off road, intersection, and vulnerable road users) there are already existing high return engineering solutions that can reduce the likelihood and/or severity of the crash.
- Development banks, IRF, iRAP, PIARC, FIAF, GRSP, WHO and other UNRSC members to promote document and make available on relevant web-sites, link with related information (e.g. PIARC Road Safety Manual) and print copies for wider distribution.
- Recommended that document is made available alongside the “Good Practice Manuals” and other peak documents guiding the Decade of Action. GRSP/WHO to consider.

- Need for widespread communication of principles within the document – to Government officials, Universities, professional engineers and public-private partnership operators. Training materials to be developed that capture the role of infrastructure in the Decade of Action. IRF, iRAP and PIARC to progress.
- Discussion on the omission of design standards in the document (e.g. UNECE work). Document focussed on policy level advice – recognising that many standards are in place around the world and it is not possible to refer to them all – and that standards in one country may not be appropriate to the road use patterns in other countries. Agreed that where possible links to key standards and/or controlling organisations can be included in related web-site / information sources. UNECE / UN Regional Commissions / PIARC to provide details of relevant standards to Infrastructure Pillar members for cross-referencing (e.g. road safety toolkit, re-prints of document).
- Desire for WHO endorsement of document discussed – particularly in relation to the level of respect and influence this endorsement will have in many countries where action is required. Historical reasons for non-endorsement shared. IRF to discuss further with WHO. Later, in plenary, Dr Krug clarified that WHO is not in a position to put its logo on documents that it has not been actively involved in producing or for which it has no/little expertise.

Decade of Action Plan – Infrastructure Pillar

- Title for Pillar discussed in detail – highlighting that infrastructure issues extend to planning, living streets, urban mobility, road design and management of existing road networks. Title to be finalised as part of action plan review over next two weeks.
- Extensive discussion on the broader use and need to consider the entire “right of way” when managing the road system. Key points included:
 - o Who is using the road (pedestrians, street vendors, cyclists, motorcyclists, cars, buses and trucks)
 - o Focus on meeting “accessibility” in the safest way (e.g. bringing services to villagers and not vice versa) and not just mobility.
 - o In many lower-income countries only 20% of population have access to a car
 - o Significant shift of population to urban areas requires a focus on urban accessibility needs and sustainable urban development, planning and design that builds in safety.
- Speed management an essential element in managing the safety of infrastructure and must be prominent in all actions within the pillar.
- Training needs are extensive – with many engineers and public officials still happy to blame the driver and not recognise the responsibility for, and methods to build safe infrastructure. Examples given of recently upgraded killer roads in many countries and highlighted this as a human rights issue.
- Concept of 10% of infrastructure funding dedicated to road safety discussed and agreed in principle – although widespread acceptance not currently evident. Methods of better “selling” this essential need for authorities to dedicate appropriate levels of funding to road infrastructure safety upgrades and new designs discussed. iRAP, IRF and PIARC to prepare a paper for dissemination. Link to public health outcomes to also be explored.
- Legislative requirements discussed – where authorities are compelled to take responsibility for road trauma and monitor and act as required.

- The need to understand connections between road users, vehicle design and infrastructure discussed and coordination between pillars will be essential, as will innovative solutions to meet mobility needs.
- IRF, iRAP, PIARC to update plan and forward to Infrastructure Pillar members for review and finalisation by 22 October.

Commitment to the Decade of Action

- Key organisations at the meeting provided their commitment to making the Infrastructure Pillar successful over the Decade and ensuring that safer infrastructure plays its role in reducing global deaths and serious injuries.
- The opportunity for significant reductions in death and injury from improvement in road infrastructure has been quantified as part of recent research undertaken by iRAP. The study in particular highlights the significant contribution that can be made from getting infrastructure right in low and middle income countries. Refer to Annex A for further details.
- Infrastructure Pillar members will coordinate key Decade of Action messages and launch information for the May 11 launch activities around the world. Lead by IRF.

4. Update and Information on Global Activities by UNRSC Partners

4.1 *White paper for road safety (Challenge Bibendum)*

Mr Patrick Lepercq, Michelin, gave an overview of the discussions which took place in Brazil in mid-2010 around how best the private sector can contribute to the Decade of Action (see appendix 10). As an outcome of the meeting, a white paper for road safety was published (see appendix 11). For more information please contact Mr Lepercq on patrick.lepercq@fr.michelin.com.

4.2 *"We play by the rules"*

Mr Michalis Adamantiadis, UNECE, provided an overview of the FIBA supported road safety campaign launched in Turkey at the world cup. His presentation and video can be found in appendix 12. For more information please contact Mr Adamantiadis on Michalis.Adamantiadis@unece.org.

4.3 *LASER goes global*

Ms Ndèye Awa Sarr from Laser International explained that Laser have expanded their work in francophone Africa and are now hosting an international film festival as well as participating in the Global Helmet Vaccine. To see her full presentation please see appendix 13. For more information please contact Ms Sarr on laserinternational@hotmail.com.

4.4 *EU-twinning project for enhancing road safety in Egypt*

Mr Hans Volpracht from PIARC gave a comprehensive overview of the EU-twinning project being conducted in Egypt (see appendix 14 for his detailed presentation). This project, which is primarily focused on infrastructure, also dovetails with the RS10 project in the country in the area of police data system improvement. For more information please contact Mr Volpracht on h_vollpracht@hotmail.com.

4.5 RTIRN capacity development programme

Dr Adnan Hyder from the RTIRN group gave an overview of the capacity development work which has been undertaken by the network over the last year with funding from the Global Road Safety Facility (see appendix 15 for his detailed presentation). For more information please contact Dr Hyder on ahyder@jhsph.edu.

4.6 European Youth Assembly for road safety

Mr Floor Lieshout from YOURS gave a short presentation and showed a video about activities of the recently formed NGO for young people interested in road safety as well as the European Youth Assembly for road safety (see appendix 16 for his presentation and the video). For more information please go to the YOUR website <http://www.youthforroadsafety.org/> or contact Mr Lieshout on floor@youthforroadsafety.org.

4.7 Clinton Global Initiative

Mr David Ward from the FIA Foundation briefly explained that Clinton Global Initiative convenes global leaders to devise and implement innovative solutions to some of the world's most pressing challenges (see <http://www.clintonglobalinitiative.org/>). This year for the first time, a road safety discussion was held. Mayor Bloomberg from New York was the main guest at this event and launched the Decade of Action tag (see the YouTube broadcast of this event <http://www.youtube.com/watch?v=MT43vj7cJ3Q>).

4.8 World Injury Conference

Dr Margie Peden from WHO gave a brief summary of the 10th World Injury Prevention conference which was held in London from 21-24 September 2010. In particular she highlighted the fact that the majority of presentation (oral, poster and state-of-the-art) were on road safety but that there was a disproportionate under-representation of information from Francophone Africa, but good representation from Latin America despite the congress being held in English. More attempt need to be made to research researchers in French-speaking countries. The abstracts from the conference have been published in a supplement to the journal Injury Prevention and are freely downloadable from the following website <http://injuryprevention.bmj.com/site/abstractbooks/abstracts.pdf>.

4.9 IRU: road safety training of professional drivers and managers

Mr Jens Hgel from IRU gave an overview of the IRU funded and managed road safety training for professional drivers (see appendix 17 for his detailed presentation). For more information please contact Mr Hgel on Jens.Huegel@iru.org.

4.10 MDB Road Safety Initiative

Mr Marc Shotten from the World Bank reported that the Multi-lateral Development Bank (MDB) Working Group on Road Safety first met in 2008 and is being coordinated by the Global Road Safety Facility (GRSF). Current members include the African Development Bank, Asian Development Bank, Islamic Development Bank, Inter-American Development Bank, European Bank for Reconstruction and Development, European Investment Bank, and the World Bank. Collectively, these organizations may spend approximately US\$200-300 billion in road safety related investments during the Decade of Action, particularly in infrastructure. The GRSF is

promoting the Safe System approach in discussions with these organizations. Just as the GRSF invested in UNRSC members to develop advocacy efforts and tools to achieve the launch of the Decade, so too must the MDB's be prepared to deliver country investments utilizing a strong results framework. The GRSF is preparing to assist these organizations in order to more effectively streamline safety operations. A high level gathering of the MDB's is being planned for 2011 in advance of the Decade launch, to discuss operationalizing the Joint Statement on harmonized practices for road safety signed by these organizations in advance of the 2009 Moscow Ministerial meeting.

4.11 ITF/OECD : Update on road safety activities

Ms Véronique Feypell-de La Beaumelle from the International Transport Forum (ITF) reported that the focus of the 2011 Annual Forum (Leipzig, 25-27 May) will be on *Transport and Society*, and road safety will be one of the major topics for discussion. The Forum will gather around 800 participants, including Transport Ministers from the 52 ITF member countries, decision makers, business leaders, researchers and representatives of the civil society, and will be a good opportunity to promote the Decade of Action. As a contribution to the Decade of Action (and following the successful peer reviews of Lithuania and Russia conducted in co-operation with WHO and the World Bank) the International Transport Forum is proposing the creation of a road safety policy review unit. Jack Short will be contacting members of the UNRSC shortly to discuss this proposal. veronique.feypell@oecd.org. Other road safety activities of the ITF/OECD include: the IRTAD Group on road safety data and analysis which, in 2010, initiated twinning projects with Cambodia and Argentina; and new research Working Groups on: bicyclists, motorcyclists, and the effectiveness of road safety measures. ITF/OECD is also finalizing a study on Pedestrian Safety, Urban Space and Health, which could be a useful input to the forthcoming UNRSC "how to" report on Pedestrians. Preliminary conclusions of the report will be presented at the forthcoming WALK21 Conference (The Hague, 17-19 November 2010). Finally, the ITF/OECD has finalized a study on Drugs and Driving, which will be published in November. More information can be found at: www.internationaltransportforum.org.

4.12 ESCAP meeting on the Decade of Action

Mr Madan Regmi from ESCAP gave a short presentation on the recently held meeting in Bangkok to discuss regional priorities for implementing the Decade of Action (see appendix 18 for his detailed presentation). For more information please contact Mr Regmi on regmi.unescap@un.org.

5. New membership requests

5.1 AMEND

Mr Jeffery Witte from AMEND gave an overview of the aims, objectives and countries in which AMEND work. In a nutshell, AMEND is a grassroots not for profit organization based in New York city but implementing childhood road traffic injury prevention projects in Ghana and Tanzania. The organization has a small staff of five (one US based and the others in Africa), a board of directors and an advisory board. Their funding comes primarily from donations from both corporate entities and individuals as well as from specific fundraising events. Mr Witte then left the room for UNRSC to discuss. No objections to AMEND's membership were raised. Mr Witte

was invited back into the room and told that his application was successful. Dr Peden will follow up directly with Mr Witte for the final stage of the membership process which is to complete a membership form online.

5.2 NETS

Mr Gabriel Kardos from Johnson & Johnson presented on behalf of the Network for Employers for Traffic Safety (NETS) (see appendix 19 for his detailed presentation). He explained that this was an organization, initially set up by NHTSA for corporate organizations with large fleets to address their in-house road safety policies. The organization then branched out to include the private sector and has grown to include 55 large companies who all value road safety as an important aspect of their health and safety agenda for staff. Mr Kardos was asked to leave the room. A number of members asked for more clarification about NETS particularly with regard to the following issues:

- How many alcohol and/or cigarette companies are members;
- How is the network governed?
- Is the chairmanship rotational?
- How is the organization funded?

It was decided that there was insufficient information on which to base an outright decision and since at least one alcohol company and two cigarette companies are NETS members this application would need to go through the WHO legal department. Mr Kardos was welcomed back into the room and informed of the inconclusive decision. Dr Peden will attend the NETS meeting in Ohio on 13-14 October 2010 and will discuss the queries that members had with the chairman and report back to the UNRSC chair so that this application can be discussed with the WHO legal department. WHO was later invited to obtain the additional information and make a decision on this request as soon as possible.

Members requested that in future the secretariat should ask applicants for a one-page outline of their proposal and circulate this to all members ahead of the meeting.

6. Upcoming events

A number of upcoming events were documented (see appendix 20).

7. Next steps

Dr Etienne Krug thanked all participants for their full engagement during the one and a half day meeting and for their substantive contributions. He identified the following issues as the key activities for follow up in the coming weeks and months:

The WHO executive board (a meeting of 34 Member States) will meet in January 2011 to discuss the Decade of Action for road safety. WHO has currently developed a background paper for information only (there is no resolution attached to it at this time). The background document will be circulated to all WHO Member States.

The plan or guidelines for implementation of the Decade of Action will be further refined based on comments received during the meeting. Further comments should

be sent to Dr Toroyan by the end of October 2010. A final white paper will be produced by the end of November 2010.

WHO and the FIA Foundation will finalize the tag rules for engagement, licensing and copyright in the coming weeks. The Decade of Action website will be launched and will contain this information.

The World Day of Remembrance is celebrated on the third Sunday in November every year. Members are encouraged to attend their national event and to promote the Decade at these events.

The sub-networks on infrastructure, NGOs and indicators are encouraged to formalize their groups and hold regular meetings. The NGO group has already created a steering group and will meet in December to discuss their contribution to the Decade of Action.

The NETS application for membership will be followed up by WHO through their legal office. Any other organizations requesting membership are encouraged to send a letter and a one-page description of their organization and its potential contribution to the UNRSC to the Chair of the UNRSC before the next meeting so this letter can be circulated ahead of time.

The next meeting will be held before the launch of the Decade next year. WHO will propose dates (probably in February or March 2010) to all members.